



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON, D.C. 20350-2000

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IN REPLY REFER TO

OPNAVNOTE 5305
Ser N09C4/8U665914
5 January 1998

OPNAV NOTICE 5305

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees
not having Navy personnel attached)

Subj: 1997 INTERNAL MEDIA AWARDS

Ref: (a) SECNAVINST 5720.44A

Encl: (1) CHINFO Merit Awards Program
(2) TJ Awards Official Entry Form
(3) Sample Authorization Letter
(4) Print Categories and Entry Specifications
(5) Broadcast Categories and Entry Specifications

1. Purpose. To describe in detail the Chief of Information (CHINFO) Merit Awards and issue guidelines for participation.

2. Background. The basic objectives of the awards discussed in reference (a) are to recognize exemplary achievements in internal media products by Navy commands and individuals. CHINFO first place winners, except those in Navy-unique categories, will be forwarded to compete in the interservice competition, the Thomas Jefferson Awards, sponsored by the Department of Defense (DoD).

3. Action. Addressees are requested to disseminate the information contained in this notice as appropriate. Entries should be submitted in accordance with the guidelines in enclosures (1) through (5).

4. Report. The reporting requirement contained in enclosure (1) is exempt from reports control by SECNAVINST 5214.2B.

KENDELL PEASE
Chief of Information

Distribution:
SNDL Parts 1 and 2

CHINFO MERIT AWARDS PROGRAM

1. Background. The annual CHINFO Merit Awards Program recognizes outstanding achievements in internal media products produced by Navy commands and individuals. The program is coordinated by the Naval Media Center. First-place CHINFO Merit Award winning entries, with the exception of those in Navy-unique categories, are forwarded to American Forces Information Service for further competition as official Navy entries in the appropriate categories in the Department of Defense Thomas Jefferson (TJ) Awards contest.

2. Entry Dates. Print/broadcast entries must be received no later than 20 February 1998. Judging will be held 2-27 March 1998. Winners will be announced via message on or about 10 April 1998.

3. Categories. Detailed descriptions of each category listed below are contained in enclosures (4) and (5). The following are categories for which CHINFO Merit Awards will be presented:

a. Print Media: Military Funded Newspapers; Civilian Enterprise Newspapers; Newspaper (Magazine Format); News Article; Feature Article; Commentary; Sports Article; Single or Stand-alone Photograph; Picture Story; Photojournalism; Illustrative Art; Special Achievement in Print Media; Print Journalist of the Year; Familygrams, Cruisebooks; Internal Publication for a Specific Audience.

b. Broadcast Media: Radio Entertainment Program; Radio News Story; Television Feature or Sports Story; Radio Spot Production; Television Spot Production; Radio Feature or Sports Story; Television Information Program; Local Radio Newscast; Non-Local Radio Newscast; Regional Radio Newscast; Regional Television Newscast; Command Information Campaign; Broadcast Journalist of the Year; SITE Television Newscast; SITE Television Spot Production; SITE Open.

4. Mandatory Publication and Broadcast Dates. Mandatory publication and broadcast dates are no longer required for any categories.

5. Eligibility

a. All Department of Navy active duty, civilian and Selected Reserve are eligible to compete.

b. Department-level publications and professional or technical publications such as **Naval Aviation News**, **Surface Warfare**, **Navy Recruiter**, **Fathom**, **Link**, **Trident**, **Sealift**, **Deckplate** and **Spawarrior** are not eligible for print categories A-E. These publications may compete only in Navy-unique category S.

c. Department of Navy personnel assigned to the Naval Media Center Publishing Division may now compete in all photography and writing categories to include print category P (Print Journalist of the Year).

d. Department of Navy personnel assigned to **Navy/Marine Corps News** may enter broadcast category N (Broadcast Journalist of the Year) and not more than four other categories.

Enclosure (1)

5 JAN 1998

d. All entries must have been published or aired during calendar year, 1 January 1997 through 31 December 1997.

e. In the print categories, published articles, illustrative art or photos from civilian newspapers, e.g., *Navy Times*, *The Washington Post* or *Stars and Stripes* are ineligible. Competition is open only for Navy funded and authorized civilian enterprise internal newspapers produced by Navy commands.

f. The following media are not eligible to enter the awards program: civilian enterprise (CE) guides and directories, yearbooks, flagship publications, educational and training films and commercially produced broadcast products.

6. Entries

a. Entries must be received at the Naval Media Center no later than 20 February 1998. Late and incomplete entries will be disqualified.

b. In the writing, photography and illustrative art categories, individuals are limited to one entry per category but may enter all categories for which they are eligible. Units and teams may enter unit categories once. No entries may be submitted in more than one category with the exception of the Print Journalist of the Year category.

c. The official entry for print categories, except categories A-E, Q, R, S and possibly N (depending on submission), must be a tear sheet with folio line of published material from internal media mounted on 11" x 14" mat boards, with a copy of the entry form mounted on the back.

d. In broadcast categories, commands may select to enter as a unit or as a team but they may not enter as both. However, if a command opts to enter as a unit or team, individual entries may not be entered. If the option of team or unit is selected, no individual entries will be allowed. Individual entries should have priority over unit entries. Commands, OR each individual may enter. Individuals are limited to one entry per category. No single entry may be submitted in more than one category except Broadcast Journalist of the Year.

(1) Contact Mr. J.D. Leipold, Naval Media Center, Visual Information Policy Department, DSN 288-3776, commercial (202) 433-3776 or email leipold@mediacen.navy.mil with questions concerning print categories.

(2) Contact LT Paula Dunn, Naval Media Center, Broadcasting Department, DSN 288-6440, commercial (202) 433-6440 or email dunn@mediacen.navy.mil with questions concerning broadcast categories.

e. All entries become the property of the CHINFO Merit Awards Program and will not be returned.

7. Judging. A team of journalists, photographers and public affairs specialists will be selected by Naval Media Center to serve as judges for the CHINFO Merit Awards.

Enclosure (1)

a. Entries will be judged on professional excellence, originality and support of DOD and Department of Navy internal information themes and objectives.

b. Judges may select a first, second, third and honorable mention winner in each category. Where entries in a category are deemed not up to contest standards, judges may choose not to confer awards.

c. Publications will be judged on the following elements: editorial mix, quality of writing, layout/design, graphics and photos, editing and reader feedback. Individual print entries will be judged on the following general elements: originality, clarity, accuracy, organization, grammar and spelling.

d. Photography and illustrative art entries will be judged on the following general elements: originality, technical elements, composition, impact and how well the photo or artwork tells a story or supports a story or theme.

e. Broadcast entries will be judged on the following general elements: originality, clarity, accuracy, organization, lighting, sound and editing techniques.

f. All entries will be judged on professional excellence, appeal to target audience and support of internal information goals.

8. Awards

a. By type, the following categories of awards are established: individual, team and unit. Team entries may have up to three co-equal contributors. Unit entries may have a primary contributor and up to five significant contributors. In extremely rare instances, the number of contributors may exceed five; in those cases, an exception to this policy must be requested in accordance with subparagraph b. When filling out the entry form, keep in mind that individual, team, unit and unit with primary and significant contributors must be listed exactly as they should appear on award certificates. Awards will be mailed to the winner's command for presentation.

b. Team awards may be made for up to three people in an organization; the intent is to recognize contributions that are significant, equal and integral to the success of the submission. An example is where duties on a radio program are shared by two people. The intent of this award is to establish a level of recognition between individual and unit awards, with the latter designed to recognize contributions by a greater number of individuals working as a department or unit.

9. Mailing Procedures

a. Mail print and broadcast entries to:

CHINFO Merit Awards Program
Naval Media Center, CNO (N09C4)
Naval Station Washington, Bldg 168
2701 South Capitol Street SW
Washington DC 20373-5819

Enclosure (1)

OPNAVNOTE 5305
5 JAN 1998

b. Please check packages before mailing. Each year, entries are disqualified because enclosures were forgotten. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must reach Naval Media Center by 20 February 1998.

Enclosure (1)

DEPARTMENT OF DEFENSE
THOMAS JEFFERSON AWARDS PROGRAM

Official Entry Form

(Please Print or Type)

Service Submitting Entry: (circle one) USA USN USNR USAF USMC USCG

Medium: (circle one) Print Broadcast Type of Award: Individual Team Unit

Category: (circle one) A B C D E F G H I J K L M N O P Q R S ____

Category Title: _____

Entry Title: _____

Unit POC: Rank, Name, Service Branch, Position Title (PAO, Editor, Sta. Mgr), Email Address

Submitting Unit: Unit Name & Complete Mailing Address, DSN & Commercial Phone #s

Command Level POC: Rank, Name, Position Title, Mailing Address, Email Address, DSN & Commercial Phone #s

Please provide the following information as it should appear on the award certificate. Primary Contributor(s) will either be the unit/duty section or individual. In case of the team award, a maximum of 3 individuals may be listed. Significant Contributor(s) are always individuals and a maximum of 5 individuals may be listed. All individuals must be identified by Rank, Name and Service Branch.

Primary Contributor(s)

Significant Contributor(s)

Unit/Duty Section

Enclosure (2)

OPNAVNOTE 5305
5 JAN 1998

SAMPLE AUTHORIZATION LETTER

Department of the Navy
ATTACK SQUADRON 00
NAVAL AIR STATION ATLANTIC
YOURTOWN USA 01010-1234

5305
Serial 111/
Date

From: Commanding Officer, Attack Squadron 00
To: Commanding Officer, Naval Media Center

Subj: CHINFO MERIT AWARDS CONTEST

Ref: (a) OPNAVNOTE 5305

Encl: (1) Entry form and entry package for Print Category A
(2) Entry form and entry package for Print Category F
(3) Certificate of Authenticity for Print Category F

1. Per reference (a), enclosures (1) through (3) are submitted.
Point of contact is ENS I.M. Saylor, COMM (555) 555-5555 or DSN
555-5555. Email address: leipold@mediacen.navy.mil.

2. The address of next senior command is:

Commander, Medium Attack Wing 00
Naval Air Station
Yourtown State 10101-1100

J. P. JONES

Enclosure (3)

PRINT CATEGORIES AND ENTRY
SPECIFICATIONS

CONTENTS

- I. Entry Form
- II. Authorization Letter
- III. Newspaper Categories
- IV. Individual Writing Categories
- V. Individual Photography Categories
- VI. Illustrative Art
- VII. Special Achievement in Print Media
- VIII. Open Writing
- IX. Print Journalist of the Year
- X. Navy-unique Categories

I. Entry Form

- a. Use a clean copy of enclosure (2) as the CHINFO Merit Awards entry form. Navy-unique categories are not listed but may be added on the line following letter "P."
- b. Type or print the information. Spell out full ranks, names, organization and complete address where requested. Avoid acronyms.
- c. Where mat boards are required, glue a reproduced copy of the entry form to the back of the example in the entry. Be sure to submit the original entry form as an enclosure to the authorization letter.

II. Authorization Letter

- a. Enclosure (3) is a sample authorization letter. All entries may be submitted under one cover letter. List as many enclosures as required.
- b. Enclose a Certificate of Authenticity for individual print category entries without by-lines. This certificate is a dated memo signed by the commanding officer, public affairs officer or officer in charge stating the submission to be the entrant's work.
- c. Include a point of contact, phone number and email address.
- d. Entry letter must be signed by the commanding officer, officer in charge, or a person with "by direction" authority, be dated and serialized.
- e. All submissions must have been published during the contest year, i.e., 1 January 1997, through 31 December 1997.

Enclosure (4)

III. Publication Categories

a. **Military Funded Newspaper, Large, Category A.** Funded tabloid or metro newspaper.

(1) Category A1/Deployed Units. This is designed to recognize the outstanding efforts of deployed units (ships, squadrons, battalions, detachments).

(2) Category A2/Shore Units. This is designed to recognize the outstanding efforts of shore commands.

(3) Winners of categories A1 and A2 will compete against one another for the overall category A winner. The overall winner will be forwarded to the Thomas Jefferson Awards contest.

b. **Military Funded Newspaper, Small, Category B.** Funded smaller than tabloid newspaper.

(1) Category B1/Deployed Units. This is designed to recognize the outstanding efforts of deployed units (ships, squadrons, battalions, detachments).

(2) Category B2/Shore Units. This is designed to recognize the outstanding efforts of shore commands.

(3) Winners of categories B1 and B2 will compete for the overall category B winner. The overall winner will be forwarded to the Thomas Jefferson Awards.

c. **Civilian Enterprise Newspaper, (Metro), Category C.**

d. **Civilian Enterprise Newspaper, (Tabloid), Category D.**

e. **Newspaper, (Magazine format), Category E.** Publications designed and bound like magazines. They should serve a general audience.

f. Specifications for the Categories A, B, C, D & E.

(1) Submit one issue published during calendar year 1997.

(2) Paperclip copy of entry form to submission.

(3) Submit original entry form as a separate enclosure with cover letter.

(4) Type of award: May be submitted as either unit, unit with primary contributor entries.

(5) Differences in products due to non-editorial considerations, such as full color printing, coated stock, etc., will not be taken into account during judging.

Enclosure (4)

5 JAN 1998

IV. Individual Writing Categories

a. There are four categories.

(1) **News Article, Category F.**

(2) **Feature Article, Category G.**

(3) **Commentary, Category H.** This category is deemed appropriate for regularly published columns, general commentary, observations and other opinion-type print products.

(4) **Sports Article, Category I.**

b. Specifications for Categories F, G, H & I.

(1) Submit one article from an original newspaper tearsheet. Include the folio line which may be detached from the article. Do not use a photocopy.

(2) Articles must be by-lined, or include a certificate of authenticity.

(3) Photos and line art must be deleted.

(4) Neatly cut out the example and mount on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(5) Glue a copy of the entry form to the back of the mat board.

(6) Submit original entry form as a separate enclosure with cover letter.

(7) Type of award: Must be submitted as an individual entry.

V. Individual Photography Categories

a. There are three categories.

(1) **Single or Stand-Alone Photograph, Category J.** Entries must be either a single photo in support of a story or a stand-alone photo. Captions are optional, although they will not be judged.

(2) **Picture Story, Category K.** Entries must have two or more photos that tell a story. Display and body copy should not be deleted, although they will not be judged.

(3) **Photojournalism, Category L.** Entries must have two or more photos accompanied by either news, feature or sports stories. The photography, captions, cutlines and body copy must have all been produced by the entrant. All elements will be judged.

Enclosure (4)

b. Specifications for Categories J, K, L

(1) Submit one example from an original newspaper tearsheet. Include the folio line which may be detached from the article. Do not use a photocopy. Do not send original photographs.

(2) Examples may not be submitted in more than one category.

(3) Neatly cut out the example and mount on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(4) Glue a copy of the entry form to the back of the mat board.

(5) Submit original entry form as a separate enclosure with cover letter.

(6) Type of award: Must be submitted as an individual entry. In categories requiring two or more photographs, all photographs must have been produced by the same photographer.

VI. Illustrative Art

a. **Illustrative Art, Category M.** Illustrative art may be drawn, computer-generated or produced through traditional means, to include a drawing, painting or air-brushed art in support of a story or theme (includes cartoon art). The supported story must be included but will not be judged.

b. Specifications for Category M.

(1) Submit one example from an original newspaper tearsheet. Include the folio line which may be detached from the article. Do not use a photocopy. Do not send original artwork.

(2) Neatly cut out the example and mount on an 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(3) Glue a copy of the entry form to the back of the mat board.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: Must be submitted as an individual entry.

VII. Special Achievement in Print Media

a. **Special Achievement in Print Media, Category N,** is for products which do not readily fall into other categories such as special edition newspaper, pamphlet, special series and other one-time publication projects.

Enclosure (4)

5 JAN 1998

b. Specifications for Category N.

(1) Paperclip a copy of the entry form to the submission or glue to a 11" x 14" mat board if the entry consists of a tearsheet.

(2) Submit original entry form as a separate enclosure with cover letter.

(3) Type of award: May be submitted in any format deemed appropriate. Should a unit decide to enter, it may enter once, therefore efforts should be taken to enter the best from a variety of products. For example, if a port call booklet has been produced as well as a ship's calendar, the unit must decide which to enter. The unit may not enter both.

VIII. Open Writing, Category O. This category has been deleted from the Chief of Information Merit Awards. Originally, this category was for personnel assigned to the Naval Media Center Publishing Division. Those personnel are now eligible to compete in all photography and writing categories to include category P (Print Journalist of the Year).

IX. Print Journalist of the Year

a. **Print Journalist of the Year, Category P.** This award recognizes the journalist who best exemplifies the highest standards of military print journalism through writing in a spectrum of categories of internal information.

b. Specifications for Category P.

(1) Submit five examples from original newspaper tearsheets. Include the folio line which may be detached from the article. Do not use photocopies.

(2) Must include at least one story in three of the four categories (F, G, H & I). For example, two sports stories, two news articles, and one commentary. Clearly label the article on the entry form, i.e., "Protector of the Trees"-Feature Article, "Softball Season"-Sports Article, etc.

(3) Must be by-lined or include a certificate of authenticity.

(4) Do not delete photos and artwork.

(5) Neatly cut out examples and mount one per 11" x 14" mat board. A tearsheet may be folded to fit on one board or if a centerspread, two mounting boards may be joined with sturdy tape side by side to give the appearance of an open book.

(6) Glue a copy of the entry form to the back of each mat board.

(7) Submit original entry form as a separate enclosure with cover letter.

Enclosure (4)

(8) Include a Letter of Nomination from your commanding officer or officer in charge. The letter endorses your submission and tells the judges why you should be selected the Print Journalist of the Year. Enclosures to the letter of nomination are:

(a) Two 5" x 7" black-and-white or color, head-and-shoulders portraits of the entrant (in uniform if a service member).

(b) One-page biographical sketch.

(9) Type of award: Must be submitted as an individual entry.

X. Navy-unique Categories

a. **Familygrams, Categories Q1 and Q2.** There are two categories, Category Q1 (small commands-fewer than 500 persons) and Category Q2 (large commands-500 or more persons).

(1) Familygrams must be from units which were deployed at the time of publication (ships, squadrons, detachments, battalions). The familygram is a means of keeping the family at the home port informed of unit activities.

(2) Enter one familygram distributed during deployment in calendar year 1997.

(3) Paperclip copy of entry form to submission.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: This category may be submitted as either a unit or unit with primary and/or significant contributor(s) entry.

b. **Cruisebooks, Categories R1 and R2.** There are two categories, Category R1 (small commands-fewer than 500 persons) and Category R2 (large commands-500 or more persons).

(1) Submit one copy of the unit's cruisebook. If a cruisebook was prepared during the previous fiscal year, it will be eligible if distributed during the award year.

(2) Indicate date of cruisebook distribution in the cover letter.

(3) Paperclip copy of entry form to the cruisebook.

(4) Submit original entry form as a separate enclosure with cover letter.

(5) Type of award: This category may be submitted as either a unit or unit with primary and/or significant contributor(s) entry.

5 JAN 1998

c. **Internal Publications for a Specific Audience, Categories S1 and S2.** There are two categories, S1 Newspaper format and S2 Magazine format. This is a print media award for professional and technical publications such as **Naval Aviation News, Surface Warfare, Navy Recruiter, Fathom, Link, Sealift, Deckplate, Trident, Spawarrior.** Specifications for Categories S1 & S2:

- (1) Submit one issue published during calendar year 1997.
- (2) Paperclip a copy of entry form to submission.
- (3) Submit original entry form as a separate enclosure with cover letter.
- (4) Type of award: This category may be submitted as either a unit or unit with primary and/or significant contributor(s) entry.

Enclosure (4)

BROADCAST CATEGORIES AND ENTRY
SPECIFICATIONS

CONTENTS

- I. Entry Form
- II. Authorization Letter
- III. Broadcast Entry Packaging
- IV. Broadcast Categories & Specifics
- V. Navy-unique Categories

I. Entry Form

- a. Use a clean copy of enclosure (2) as the CHINFO Merit Awards entry form. Navy-unique categories are not listed but may be added on the line following letter "P."
- b. Type or print in the information. Spell out full names, ranks, organization and complete address where requested. Avoid acronyms.
- c. Include a copy of the entry form with your submission.
- d. Submit original entry form as a separate enclosure with cover letter.

II. Authorization Letter

- a. Use enclosure (3) as a sample authorization letter. All entries may be submitted under one cover letter. List as many enclosures as required.
- b. Entry letter must be dated, serialized and signed by the commanding officer, public affairs officer, officer in charge or an individual with "By direction" authority.
- c. All submissions must have been broadcast during calendar year, 1 January 1997 through 31 December 1997
- d. Overseas commands should allow time for mail to reach the Washington, D.C. area. Entries must be received no later than 20 February 1998. (See enclosure (1), page 3, paragraph 9.a.)

III. Broadcast Entry Packaging

a. General Guidelines

(1) Units are limited to one entry per category, but individuals may enter as many categories for which they are eligible. No single entry may be submitted in more than one category, except as parts or elements of a submission for Broadcast Journalist of the Year.

(2) Entries in separate categories must be on separate tapes.

Enclosure (5)

5 JAN 1998

(3) Music segments will be telescoped to 10 seconds or less.

(4) Inserts not locally produced or relevant to the entry must be telescoped to 10 seconds or less. Exceptions are categories K and L which will be submitted in their entirety.

(5) Non-AFRTS production facilities that use commercial music must provide copyright clearance. Attach to the entry form written approval from the artist, music license agency, musicians' union, recording company and synchronization rights. News releases or features are exempt under the provisions of the Fair Use Doctrine.

(6) Entrants are strongly encouraged to submit "as aired" copies of TV "News/Sports Story" submissions that include downstream fonts and graphics.

(7) Two copies of the entry form must accompany each entry.

b. Audio Submissions

(1) Audio entries should be on audio cassette or mini-disc. In those cases where reel-to-reel is the only format available, submissions should be on 1/4 inch reel-to-reel tape recorded at 7-1/2 ips using 1.5 mil tape, which is recommended since thinner tape is likely to stretch when fast-forwarded during judging.

(2) At least 2 feet of leader will be placed at the beginning and end of each reel. Excess tape must be cut from reel-to-reel entries.

(3) Each tape/mini-disc/reel must have in the following order: (a) 10 seconds of tone; (b) audio slug; (c) 2 seconds of silence; (d) the entry. Note: For categories M and N, ensure there are 3 seconds of silence between each product example on the tape, do NOT include any further tone or slugs between entrances.

(4) Enclose two copies of entry form in the entry box.

(5) A label will be placed on the entry box and on the cassette (or reel) listing: entry title, length, category, name of the submitting organization and name of the primary contributor.

c. Video Submissions

(1) Video entries will be on 1/2-inch Beta, VHS, Hi-8mm or 3/4-inch videotape cassette. BetaCam SP format is preferred, but 3/4-inch U-MATIC is acceptable. Submissions must have mixed audio.

(2) Each tape must have in the following order: (a) 10 seconds of color bars and tone; (b) 10 second video slate (those locations without a character generator may use video of a piece of paper with the information written legibly); (c) 5 seconds of black; (d) the entry. Note: For categories M and N, ensure there are 3 seconds of black between each example on the tape. Do NOT include any further color bars, tones or slates between examples; (e) at least 30 seconds of black after entry.

Enclosure (5)

(6) All tape submissions should be placed in a "protect" mode. These measures are necessary to prevent accidental erasure.

IV. Broadcast Categories & Specifications

a. **Radio Entertainment Program, Category A.** Specifications for Category A: on a single tape, enter one example of a regularly scheduled or special disc jockey program telescoped to a maximum of 10 minutes.

b. **Radio News Story, Category B**

c. **Television News Story, Category C**

d. **Television Feature or Sports Story, Category D.** Specifications for Categories B, C and D: on a single tape, enter one example.

e. **Radio Spot Production, Category E**

f. **Television Spot Production, Category F.** Specifications for Categories E and F: on a single tape, enter one spot up to 60 seconds.

g. **Radio Feature or Sports Story, Category G.**

h. **Television Information Program, Category H.** Specifications for Categories G and H:

(1) Enter one example limited to 60 minutes.

(2) These categories include Commander's/Captain's Calls, magazine programs and documentaries.

(3) No restrictions on personnel, production facilities, except as otherwise noted. (See enclosure (1), page 2, paragraph 5.f.)

i. **Local Radio Newscast, Category I**

j. **Local Television Newscast, Category J.** Specifications for Categories I and J: enter one example of an entire newscast aired during calendar year 1997.

k. **Regional Radio Newscast, Category K**

l. **Regional Television Newscast, Category L.** Specifications for Categories K and L:

(1) Must be at least regional in scope of audience to include a service-level news program.

(2) Enter one example aired during calendar year 1997.

5 JAN 1998

m. **Command Information Campaign, Category M.** Specifications for Categories M:

(1) Entries should consist of a maximum of 10 minutes of products in support of a specific local/regional command information program. Full service locations must send both radio and television products; radio-only locations send radio products.

(2) Include a two-page documentation package comprised of a background paper and a broadcast element with air history summary. (See enclosures (5) pages 7 and 8.) The background paper should describe the internal information objective; identify the organization requesting the campaign; the objective of the campaign; and the target audience; and a summary of actions taken and campaign results. The broadcast elements documentation must include both the broadcast elements and a brief air history summary.

(3) A majority of the command information campaign must have taken place during calendar year 1997. For example: if most of a holiday campaign takes place in December 1997 and continues into January 1998, it would fall into this year's awards but will not be eligible for the 1998 awards.

(4) Each tape must include a runsheet indicating title, length and type of product such as spot, news, promo, etc., for each example of the tape.

n. **Broadcast Journalist of the Year, Category N.** This award recognizes the journalist whose products represent the highest standards of military broadcast journalism while communicating a spectrum of command information to the internal audience during the contest year. Specifications for Category M:

(1) Entrants assigned to a full-service outlet may submit radio and television products.

(2) Total time will not exceed 15 minutes.

(3) Include a Letter of Nomination from your commanding officer or officer in charge. The letter endorses your submission and tells the judges why you should be selected the Broadcast Journalist of the Year. Enclosures to the letter should include two 5" x 7" black-and-white, head-and-shoulders portraits of the entrant (in uniform if a service member) and a one-page biographical sketch.

(4) Entry should include assorted products reflecting writing, directorial and production skills. Any final script used in developing the entry products must be included.

(5) Entry must include a run sheet indicating the nominee's name and contribution to the segment (i.e., writer, producer, reporter, etc.).

V. **Navy-unique Categories**

a. **SITE Television Newscast, Category O.** Specifications for Category O: on a single tape enter one example of an entire newscast aired during calendar year 1997.

OPNAVNOTE 5305
5 JAN 1998

b. **SITE Television Spot Production, Category P.** Specifications for Category P: on a single tape, enter one spot example (up to 60 seconds) which aired during calendar year 1997.

c. **SITE Open Category, Category Q.** Specifications for Category Q: entry must be any type of single SITE production (other than spot production or newscast) limited to 60 minutes and aired during calendar year 1997.

OPNAVNOTE 5305
5 JAN 1998

BACKGROUND PAPER
on
(Name of Command Information Campaign)
(Submitting Unit)

CAMPAIGN REQUESTER: (Who requested service?)

EXAMPLE:

Commander, 11th Civil Engineering Squadron, Bolling AFB DC

CAMPAIGN OBJECTIVE: (What did the customer hope to accomplish?)

EXAMPLE:

Objective 1: Reduce numbers of phone calls from community on construction products.

Objective 2: Reduce complaints on outdated facilities scheduled for construction.

Objective 3: Prevent injuries in the construction areas.

TARGET AUDIENCE: (Who did customer wish to reach? List primary and secondary audiences, if appropriate.)

EXAMPLE:

Objectives 1 & 2: Child Care Center - Military member and spouse with children
Dormitory Reconstruction - Enlisted members eligible for dormitory

Objective 3: Primary: Children & people living/working in/around construction areas. Secondary: All community members.

SUMMARY OF ACTIONS TAKEN: (Brief chronology of campaign from initial request to end of campaign - if campaign is finished. NOTE: On-going campaigns must have started during award year)

CAMPAIGN RESULTS: (What goals were achieved, provide a summary of data on how successful campaign was.)

BROADCAST ELEMENTS AND AIR HISTORY
ON
(Name of Command Information Campaign)

BROADCAST ELEMENTS AND AIR HISTORY: (List on a separate page and identify all broadcast elements used in support of campaign and its air history)

EXAMPLE:

3 - 30 second radio spots	3/day - week 1
3 - 30 second radio spots	3/day - week 2
3 - 30 second radio spots	3/day - weeks 1-3
6 TV news stories	2/week
3 - 1-hour live radio phone-in shows	